

**2025 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 165 MARCH 2025
FINAL TOPLINE
March 10-16, 2025
TOTAL N=9,482**

Note: All numbers are percentages unless otherwise noted. Percentages less than 0.5% are replaced by an asterisk (*). Rows/columns may not total 100% due to rounding. The questions presented below are part of a larger survey conducted on the American Trends Panel.

"No answer" includes web respondents who do not answer the question as well as telephone respondents who refuse to answer or who say they don't know how to answer. In cases where "Not sure" was offered as an explicit option to web and telephone respondents, the "No answer" category includes only web skips and telephone refusals.

This survey was conducted primarily online, with some interviews conducted by live telephone. This topline shows the programming language for online administration. For details on how questions were slightly modified for phone administration, visit the questionnaire.

American Trends Panel surveys conducted between October 2016 and June 2024 were conducted fully online (with tablets and data plans provided to adults without home internet). For additional details, visit the methodology.

PN = Programming note

	Sample size	Margin of error at 95% confidence level
U.S. adults	9,482	+/- 1.4 percentage points
<i>Rep/Lean Rep</i>	4,376	+/- 2.0 percentage points
<i>Dem/Lean Dem</i>	4,912	+/- 1.8 percentage points

ADDITIONAL QUESTION HELD FOR FUTURE RELEASE**FOLNEWS****ASK ALL:**

Would you say you follow the news...

	<u>All or most of the time</u>	<u>Some of the time</u>	<u>Only now and then</u>	<u>Hardly ever</u>	<u>No answer</u>
Mar 10-16, 2025	39	38	17	6	*
Jul 15-Aug 4, 2024	38	39	16	6	1
Jul 18-Aug 21, 2022	38	33	19	9	*
Jul 26-Aug 8, 2021	37	37	17	9	*
Aug 3-16, 2020	45	35	13	7	*
Aug 7-Sep 29, 2019	46	33	14	7	*
Aug 20-Oct 28, 2018	52	28	13	6	*
Feb 28-Mar 12, 2017	49	32	13	6	*
Oct 5, 2015-Mar 31, 2016	51	31	12	5	*

SEEKNEWS**ASK ALL:**

[PN: ROTATE RESPONSE OPTIONS 1-5/5-1]

How often would you say you intentionally seek out news?

Mar 10-16,	
<u>2025</u>	
12	Extremely often
32	Often
35	Sometimes
17	Rarely
4	Never
*	No answer

WINTOPICS**ASK ALL:**

**[PN: RANDOMIZE ITEMS ACROSS TWO SCREENS; ROTATE RESPONSE OPTIONS 1-4/4-1
HOLDING 5 LAST]**

Do you think of each of the following as "news?"

		Definitely <u>news</u>	Probably <u>news</u>	Probably <u>not news</u>	Definitely <u>not news</u>	Not <u>sure</u>	No <u>answer</u>
a.	Election updates and information Mar 10-16, 2025	66	25	4	2	3	*
b.	Notable achievements about local people in your community Mar 10-16, 2025	30	48	13	4	5	*
c.	Major car accidents or motor vehicle crashes Mar 10-16, 2025	37	43	12	4	3	*
d.	Celebrities and their lives Mar 10-16, 2025	3	13	33	46	4	*
e.	A company reporting financial results Mar 10-16, 2025	22	45	20	7	7	*
f.	Sports information (scores, trades, injuries) Mar 10-16, 2025	18	37	23	17	5	*
g.	Information about the war in Gaza Mar 10-16, 2025	62	27	4	2	5	*

WINFACTOR**ASK ALL:****[PN: RANDOMIZE ITEMS]**

Thinking about what does and does not count as “news,” how much of a factor is each of the following?

		Major factor in whether something <u>is news</u>	Minor factor in whether something <u>is news</u>	Not a factor in whether something <u>is news</u>	No <u>answer</u>
a.	Whether it is factual Mar 10-16, 2025	85	10	5	1
b.	Whether it is up to date Mar 10-16, 2025	78	16	6	1
c.	Whether it is interesting or relevant to me personally Mar 10-16, 2025	29	39	31	*
d.	Whether it is important to society Mar 10-16, 2025	72	21	7	1
e.	Whether it is unbiased Mar 10-16, 2025	68	19	11	1

GROUP_TRUST¹
ASK ALL:

How much, if at all, do you trust the information you get from...

	<u>A lot</u>	<u>Some</u>	<u>Not too much</u>	<u>Not at all</u>	<u>No answer</u>
a. National news organizations					
Mar 10-16, 2025	17	50	23	10	*
Sep 16-22, 2024	13	45	28	13	*
Jul 18-Aug 21, 2022	15	46	26	13	*
Jun 14-27, 2021	12	46	28	14	*
Oct 29-Nov 11, 2019	17	49	24	11	*
Jul 8-21, 2019	21	54	19	5	*
Feb 22-Mar 4, 2018	21	49	20	9	*
Mar 13-27, 2017	20	52	22	6	*
Jan 12-Feb 8, 2016	18	59	18	6	*
b. Local news organizations					
Mar 10-16, 2025	22	58	15	4	*
Sep 16-22, 2024	18	56	20	6	*
Jul 18-Aug 21, 2022	17	54	21	7	*
Jun 14-27, 2021	18	57	18	7	*
Oct 29-Nov 11, 2019	21	57	15	5	*
Jul 8- 21, 2019	29	57	12	3	*
Feb 22-Mar 4, 2018	28	55	12	5	1
Mar 13-27, 2017	25	60	12	2	*
Jan 12-Feb 8, 2016	22	60	14	3	1
c. Friends, family, and acquaintances					
Mar 10-16, 2025	8	55	31	5	*
Sep 16-22, 2024	10	61	25	4	*
Oct 29-Nov 11, 2019	8	57	28	6	1
Jul 8-21, 2019	11	62	24	3	*
Feb 22-Mar 4, 2018	13	58	23	5	1
Mar 13-27, 2017	15	61	21	3	1
Jan 12-Feb 8, 2016	14	63	19	3	1
d. Social media sites, such as Facebook, X (formerly Twitter), or YouTube ²					
Mar 10-16, 2025	7	35	36	23	*
Sep 16-22, 2024	5	32	40	22	*
Jul 18-Aug 21, 2022	6	27	39	28	*
Jun 14-27, 2021	4	22	40	33	1
Oct 29-Nov 11, 2019	4	23	38	34	1
Jul 8-21, 2019	6	33	35	26	*
Feb 22-Mar 4, 2018	4	29	36	30	1
Mar 13-27, 2017	5	30	40	25	*
Jan 12-Feb 8, 2016 ³	4	30	33	32	1

¹ In 2021, question wording read, "How much, if at all, do you trust the information that comes from each of the following?"

² For the 2022 survey, GROUP_TRUSTd read, "Social media sites, such as Facebook, Twitter or YouTube." For the 2016, 2017 and 2021 surveys, GROUP_TRUSTd read, "Social networking sites, such as Facebook and Twitter." For the 2018 and 2019 surveys, GROUP_TRUSTd read, "Social media sites, such as Facebook, Twitter or Snapchat."

³ In 2016, GROUP_TRUST_d was asked only of web users.

ADDITIONAL QUESTIONS HELD FOR FUTURE RELEASE**DISPLAY TO ALL:**

On another topic...

SOURCEHEARD**ASK ALL:****[PN: RANDOMIZE ORDER OF SCREEN 1 AND SCREEN 2; RANDOMIZE ITEMS WITHIN EACH SCREEN]**

Please click or tap on all of the sources that you have heard of, regardless of whether you use them or not.

		<u>Have heard of</u>	<u>Have not heard of</u>
ABC	ABC News		
	Mar 10-16, 2025	92	8
	Oct 29-Nov 11, 2019	93	7
NBC	NBC News		
	Mar 10-16, 2025	92	8
	Oct 29-Nov 11, 2019	92	8
CBS	CBS News		
	Mar 10-16, 2025	90	10
	Oct 29-Nov 11, 2019	91	9
TEL	Telemundo		
	Mar 10-16, 2025	57	43
WSJ	The Wall Street Journal		
	Mar 10-16, 2025	79	21
	Oct 29-Nov 11, 2019	79	21
NYP	New York Post		
	Mar 10-16, 2025	78	22
	Oct 29-Nov 11, 2019	68	32
NPR	NPR		
	Mar 10-16, 2025	58	42
	Oct 29-Nov 11, 2019	56	44
HIL	The Hill		
	Mar 10-16, 2025	37	63
	Oct 29-Nov 11, 2019	32	68
ATL	The Atlantic		
	Mar 10-16, 2025	37	63

SOURCEHEARD CONTINUED ...		<u>Have heard of</u>	<u>Have not heard of</u>
GUA	The Guardian		
	Mar 10-16, 2025	57	43
	Oct 29-Nov 11, 2019	49	51
FOR	Forbes		
	Mar 10-16, 2025	78	22
AP	The Associated Press		
	Mar 10-16, 2025	66	34
MAX	Newsmax		
	Mar 10-16, 2025	40	60
JOE	The Joe Rogan Experience		
	Mar 10-16, 2025	57	43
BRE	Breitbart		
	Mar 10-16, 2025	34	66
	Oct 29-Nov 11, 2019	39	61
UNI	Univision		
	Mar 10-16, 2025	44	56
	Oct 29-Nov 11, 2019	44	56
FOX	Fox News		
	Mar 10-16, 2025	93	7
	Oct 29-Nov 11, 2019	94	6
CNN	CNN		
	Mar 10-16, 2025	94	6
	Oct 29-Nov 11, 2019	94	6
MSN	MSNBC		
	Mar 10-16, 2025	85	15
	Oct 29-Nov 11, 2019	85	15
NYT	The New York Times		
	Mar 10-16, 2025	84	16
	Oct 29-Nov 11, 2019	83	17
WAS	The Washington Post ⁴		
	Mar 10-16, 2025	81	19
	Oct 29-Nov 11, 2019	80	20

⁴ In 2019, question wording read, "Washington Post."

SOURCEHEARD CONTINUED ...		<u>Have heard of</u>	<u>Have not heard of</u>
PBS	PBS		
	Mar 10-16, 2025	85	15
	Oct 29-Nov 11, 2019	84	16
AXI	Axios		
	Mar 10-16, 2025	30	70
USA	USA Today		
	Mar 10-16, 2025	84	16
	Oct 29-Nov 11, 2019	85	15
HUF	HuffPost		
	Mar 10-16, 2025	55	45
	Oct 29-Nov 11, 2019	63	37
NEW	Newsweek		
	Mar 10-16, 2025	72	28
	Oct 29-Nov 11, 2019	74	26
POL	Politico		
	Mar 10-16, 2025	49	51
	Oct 29-Nov 11, 2019	44	56
BBC	BBC News ⁵		
	Mar 10-16, 2025	79	21
	Oct 29-Nov 11, 2019	76	24
DAI	The Daily Wire		
	Mar 10-16, 2025	40	60
TUC	Tucker Carlson Network		
	Mar 10-16, 2025	27	73

⁵ In 2019, question wording read, "BBC."

SOURCETRUST2

**ASK IF SELECTED ANY SOURCES IN SOURCEHEARD (SOURCEHEARD NE 98 OR 99):
[PN: SHOW ALL SOURCES SELECTED IN SOURCEHEARD; RANDOMIZE ITEMS IN SAME ORDER AS SOURCEHEARD]**

Of the sources you have heard of, click or tap on all that you generally trust as sources of news.

SOURCEDISTRUST2

**ASK IF SELECTED ANY SOURCES IN SOURCEHEARD AND DON'T TRUST AT LEAST ONE SOURCE ((SOURCEHEARD NE 98 OR 99) AND (SOURCETRUST2=0 FOR ONE OR MORE ITEMS)):
[PN: SHOW ALL SOURCES SELECTED IN SOURCEHEARD & NOT SELECTED IN SOURCETRUST2. RANDOMIZE ITEMS IN SAME ORDER AS SOURCEHEARD]**

Now, click or tap on all that you generally distrust as sources of news.

BASED ON TOTAL [N=9,482]:

		<u>Trust</u>	<u>Distrust</u>	<u>No answer⁶</u>	<u>Have not heard of</u>
ABC	ABC News Mar 10-16, 2025	44	25	24	8
NBC	NBC News Mar 10-16, 2025	42	25	25	8
CBS	CBS News Mar 10-16, 2025	39	23	27	10
TEL	Telemundo Mar 10-16, 2025	9	10	39	43
WSJ	The Wall Street Journal Mar 10-16, 2025	30	15	35	21
NYP	New York Post Mar 10-16, 2025	16	26	36	22
NPR	NPR Mar 10-16, 2025	29	14	14	42
HIL	The Hill Mar 10-16, 2025	8	7	22	63
ATL	The Atlantic Mar 10-16, 2025	11	8	19	63

⁶ First, respondents were shown a list of sources and asked to select the sources that they had heard of. Next, they were shown a list of the sources they indicated they had heard of and asked to select those they generally trusted as a source of news. They were then shown a list of sources that they had heard of, but did not say they trusted, and asked to select those they generally *distrusted* as a source of news. If they did not select a source as either trusted or distrusted by them, they are included here as "No answer."

SOURCE TRUST2 AND SOURCE DISTRUST2 CONTINUED ...		<u>Trust</u>	<u>Distrust</u>	<u>Neither</u>	<u>Have not heard of</u>
GUA	The Guardian Mar 10-16, 2025	14	11	32	43
FOR	Forbes Mar 10-16, 2025	23	12	43	22
AP	The Associated Press Mar 10-16, 2025	31	14	21	34
MAX	Newsmax Mar 10-16, 2025	11	15	14	60
JOE	The Joe Rogan Experience Mar 10-16, 2025	17	24	16	43
BRE	Breitbart Mar 10-16, 2025	5	17	12	66
UNI	Univision Mar 10-16, 2025	9	8	27	56
FOX	Fox News Mar 10-16, 2025	37	42	13	7
CNN	CNN Mar 10-16, 2025	39	36	19	6
MSN	MSNBC Mar 10-16, 2025	29	29	27	15
NYT	The New York Times Mar 10-16, 2025	32	22	29	16
WAS	The Washington Post Mar 10-16, 2025	25	22	34	19
PBS	PBS Mar 10-16, 2025	41	15	29	15
AXI	Axios Mar 10-16, 2025	6	6	18	70
USA	USA Today Mar 10-16, 2025	27	18	39	16

SOURCE TRUST2 AND SOURCE DISTRUST2 CONTINUED ...		<u>Trust</u>	<u>Distrust</u>	<u>Neither</u>	<u>Have not heard of</u>
HUF	HuffPost Mar 10-16, 2025	8	18	29	45
NEW	Newsweek Mar 10-16, 2025	19	15	38	28
POL	Politico Mar 10-16, 2025	13	13	23	51
BBC	BBC News Mar 10-16, 2025	35	13	31	21
DAI	The Daily Wire Mar 10-16, 2025	8	10	22	60
TUC	Tucker Carlson Network Mar 10-16, 2025	8	9	10	73

SOURCEUSE2

**ASK IF SELECTED ANY SOURCES IN SOURCEHEARD (SOURCEHEARD NE 98 OR 99):
[PN: SHOW ALL SOURCES SELECTED IN SOURCEHEARD; RANDOMIZE ITEMS IN SAME ORDER AS SOURCEHEARD]**

BASED ON TOTAL [N=9,482]:

Please click or tap on all of the sources that you regularly get news from (regardless of whether you access them digitally or not).

		<u>Get news from</u>	<u>Do not get news from</u>	<u>Have not heard of</u>
ABC	ABC News Mar 10-16, 2025	36	56	8
NBC	NBC News Mar 10-16, 2025	35	57	8
CBS	CBS News Mar 10-16, 2025	30	59	10
TEL	Telemundo Mar 10-16, 2025	6	51	43
WSJ	The Wall Street Journal Mar 10-16, 2025	13	66	21
NYP	New York Post Mar 10-16, 2025	9	69	22

SOURCEUSE2 CONTINUED ...		Get news <u>from</u>	Do not get <u>news from</u>	Have not <u>heard of</u>
NPR	NPR Mar 10-16, 2025	20	37	42
HIL	The Hill Mar 10-16, 2025	5	32	63
ATL	The Atlantic Mar 10-16, 2025	5	32	63
GUA	The Guardian Mar 10-16, 2025	8	49	43
FOR	Forbes Mar 10-16, 2025	9	68	22
AP	The Associated Press Mar 10-16, 2025	21	45	34
MAX	Newsmax Mar 10-16, 2025	8	32	60
JOE	The Joe Rogan Experience Mar 10-16, 2025	12	45	43
BRE	Breitbart Mar 10-16, 2025	3	30	66
UNI	Univision Mar 10-16, 2025	6	38	56
FOX	Fox News Mar 10-16, 2025	38	55	7
CNN	CNN Mar 10-16, 2025	33	61	6
MSN	MSNBC Mar 10-16, 2025	22	63	15
NYT	The New York Times Mar 10-16, 2025	19	65	16
WAS	The Washington Post Mar 10-16, 2025	12	68	19

SOURCEUSE2 CONTINUED ...		Get news <u>from</u>	Do not get <u>news from</u>	Have not <u>heard of</u>
PBS	PBS Mar 10-16, 2025	21	65	15
AXI	Axios Mar 10-16, 2025	3	27	70
USA	USA Today Mar 10-16, 2025	14	70	16
HUF	HuffPost Mar 10-16, 2025	5	50	45
NEW	Newsweek Mar 10-16, 2025	8	64	28
POL	Politico Mar 10-16, 2025	8	41	51
BBC	BBC News Mar 10-16, 2025	21	58	21
DAI	The Daily Wire Mar 10-16, 2025	6	34	60
TUC	Tucker Carlson Network Mar 10-16, 2025	5	23	73

ADDITIONAL QUESTION HELD FOR FUTURE RELEASE

NEWS_PAY ASK ALL:

In the last 12 months, have you directly paid or given money to any news sources by subscribing, donating, or becoming a member?

Mar 10-16, <u>2025</u>	
17	Yes
83	No
*	No answer

NEWS_DONT_PAY

ASK IF HAVEN'T PAID FOR NEWS (NEWS_PAY=2) [N=7,280]:
[PN: RANDOMIZE RESPONSE OPTIONS]

What is the main reason you haven't directly paid or given money to any news sources in the last 12 months?

Mar	
10-16,	
<u>2025</u>	
32	I'm not interested enough to pay for it
49	I can find plenty of other free news articles so I don't need to pay
10	It's too expensive
8	The news provided is not good enough to pay for
1	No answer

PAYWALL1

ASK IF INTERNET USERS (X_NONINTERNET=2) [N=9,362]:
[PN: ROTATE RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS SEEKNEWS, HOLDING 98 AND 99 LAST]

BASED ON TOTAL [N=9,482]:

When looking for news online, how often do you come across articles that block you from viewing them unless you pay for the article or a subscription?

Mar	
10-16,	
<u>2025</u>	
12	Extremely often
26	Often
36	Sometimes
13	Rarely
10	Never
1	No answer
3	Non-internet users

PAYWALL2

ASK IF HAVE COME ACROSS A PAYWALL (PAYWALL1=1-4) [N=8,543]:
[PN: RANDOMIZE RESPONSE OPTIONS, HOLDING 5, 98, AND 99 LAST]

When you come across a news article that requires payment, what do you typically do first?

Mar	
10-16,	
<u>2025</u>	
1	Pay for access
53	Try to find the information somewhere else
11	Try to access the article without paying (such as by using a private browser or asking a friend)
32	Give up on accessing the information
2	Something else
1	No answer

WINPOL**ASK ALL:****[PN: ROTATE RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS SEEKNEWS]**

How important is it to you that your news sources share your political views?

Mar
10-16,
2025

4	Extremely important
13	Very important
37	Somewhat important
27	Not too important
17	Not at all important
1	No answer

WINFEELING**ASK ALL:**

[PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS SEEKNEWS]

Thinking about the news you get, how often does it make you feel...

		Extremely <u>often</u>	<u>Often</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	No <u>answer</u>
a.	Scared Mar 10-16, 2025	9	19	39	23	11	1
b.	Confused Mar 10-16, 2025	6	19	45	22	8	1
c.	Sad Mar 10-16, 2025	11	27	43	12	6	1
d.	Angry Mar 10-16, 2025	13	29	42	10	5	1
e.	Happy Mar 10-16, 2025	1	5	45	39	9	1
f.	Hopeful Mar 10-16, 2025	2	8	46	35	9	1
g.	Informed Mar 10-16, 2025	8	38	43	8	3	1
h.	Empowered Mar 10-16, 2025	1	5	29	43	20	1

FUNDNPRPBS**ASK ALL:****[PN: ROTATE RESPONSE OPTIONS 1-2/2-1, HOLDING 3 AND 99 LAST]**

As you may know, a bill has been introduced in Congress that would stop federal government funding for public media organizations like NPR and PBS.

From what you've seen and heard, do you think...

Mar
10-16,
2025

24	Congress should remove federal government funding from NPR and PBS
43	NPR and PBS should continue to receive funding from the federal government
33	Not sure
*	No answer

ADDITIONAL QUESTIONS HELD FOR FUTURE RELEASE